



CALIFORNIA ARTS COUNCIL

CELEBRATING 21 YEARS OF
EXCELLENCE IN THE ARTS:
1976 - 1997

PETE WILSON
GOVERNOR

BARBARA PIEPER
DIRECTOR

MEMORANDUM



Alert!

To: Potential Applicants for Multi-Cultural Entry Program 1998-2001
From: Gay Carroll, Public Information Officer
Date: September 26, 1997
Re: CAC increases the ways in which the field can obtain applications!

As part of the California Arts Council's **Strategic Plan** to improve and increase the methods by which the CAC disseminates public information, we are this year initiating a new method of making our grant applications available to the public.

Starting immediately, the public now has **three ways** in which to request and obtain a grant application from the California Arts Council. They are as follows:

1

Download the application directly from our Web site at:
<http://www.cac.ca.gov>

2

Call our toll-free number 1-800-201-6201 and request:

1. that we **mail** you a "hard copy" application via the U.S. Postal Service; or
2. that we **email** you an application (in Adobe's "Portable Document Format"). (*What's an Adobe PDF? See the back of this memo to find out!*)

3

Email us at cac@cwo.com and request:

1. that we **mail** you a "hard copy" application via the U.S. Postal Service; or
2. that we **email** you an application (in Adobe's "Portable Document Format"). (*What's an Adobe PDF? See the back of this memo to find out!*)

Regardless of which method you choose to request an application from the California Arts Council, there will be **no cost to you** in making the request.

The filing deadline for this program is December 15, 1997. (This means you must have your application postmarked by that date.)

If you were a grantee to this program in its last cycle, you will automatically receive an application in the mail.

If you were not a grantee to this program in its last cycle, and you'd like to apply, please choose one of the three methods given above for obtaining your application.

1300 I STREET, SUITE 930
SACRAMENTO, CA 95814

PHONE (916) 322-6555
FAX (916) 322-6575

HTTP://WWW.CAC.CA.GOV
EMAIL: CAC@CWO.COM

What are the eligibility requirements for the Multi-Cultural Entry Program?



Culturally specific and multi-cultural community music groups, theater groups, dance companies, artists' collectives, film and video groups, and literary groups which have been doing arts programming for at least one year, are encouraged to apply. Groups/organizations currently funded in the CAC's Organizational Support Program in the 1997-98 fiscal year are ineligible to apply. For this program, "multi-cultural" groups are defined as those groups which are deeply rooted in and reflective of the cultural communities they serve. Interested culturally specific and multi-cultural arts groups should contact **Josie S. Talamantez, Manager (916-322-6394)** or **Lucero Arellano, Program Administrator (916-322-6338)** at the CAC to clarify any eligibility questions or to discuss the application process.

What's an Adobe PDF?



PDF is a cross-platform, fully searchable, open file format that retains the fidelity of original documents. You can read PDF documents by using *free* software, "Adobe Acrobat Reader," that you download directly from Adobe's Web site. By utilizing PDF documents made available on our Web site, the California Arts Council is able to offer critical documents to the public at a fraction of the cost (well, really, at **no** cost!) of printing and mailing thousands of printed documents throughout California. And none too soon either! PDF is fast becoming the de facto standard file format for final form electronic documents. Organizations worldwide, from the National Endowment for the Arts, to Ford Motor Company and the Internal Revenue Service, have selected PDF for delivering thousands of electronic documents in Web based information management systems. Today, over 250,000 Web sites make documents available in PDF and point customers to Adobe's Web site to obtain the *free* Acrobat Reader software. The growing popularity of using PDF documents has resulted in excess of 50,000 downloads per day of the Acrobat Reader from Adobe's Web site!

For more information on how to get the Adobe Acrobat Reader for your computer, visit the following pages on Adobe's Web site at: www.adobe.com/prodindex/acrobat/readstep.html and www.adobe.com/prodindex/acrobat/atwork/.html. **Or, visit the California Arts Council's Web site at <http://www.cac.ca.gov> to learn more about how you can access any of our publications on-line available in PDF.**

What if you don't own or have direct use of a computer with Web access or email capabilities?



No problem, give the CAC a call at our toll-free number (1-800-201-6201) and we will mail a hard copy of the document to you. However, if you'd like to introduce yourself to this new technology, your **local public library** most likely has computers with Internet access available to the public at no charge. In Sacramento alone, our main public library downtown has eight computer terminals with Internet access that the public is encouraged to use (the only cost being a 10-cent-per-page printing fee). **So, give your local public library a call to check out the availability of Internet access if you'd like to download an application, or for that matter, to check out our Web site.**

About the CAC!



The **California Arts Council**, a state agency established in 1976, promotes artistic awareness and participation in California. The California Arts Council's mission is to promote the arts and serve the people of California. The Arts Council provides technical assistance and grants to artists and nonprofit organizations. Applications are reviewed and rated at public meetings by outside professional peer panels and receive final approval from the appointed 11-member Council. Arts Council members include: **Thomas Hall**, Chair; **James L. Loper**, Vice Chair; **Dea Spanos Berberian**; **Edward C. Cazier, Jr.**; **Iris R. Dart**; **Doris Fisher**; **Barbara George**; **Hugh Hewitt**; **Janet Karatz**; **David C. Lizarraga**; and **A.C. Lyles**.

This and other information can be found on the California Arts Council's Web site at: <http://www.cac.ca.gov>. Check it out!